

**Tourism Board Meeting  
November 10, 2005  
City Hall Conference Room**

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**Board Members Present:** Lawrence McFall, Sarah Latham, Laurie Moran, Tim Mantooth, Jimmy Farlow and Dale Castiglione

**Board Members Absent:** Wayne Oakes, Phil Mays and Anil Patel

**Others in attendance:** Rosalee Maxwell and Bill Sgrinia

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Lawrence McFall called the meeting to order.

Laurie Moran moved to approve the minutes for September and October, and Jimmy Farlow seconded. The motion carried.

Lawrence explained that Phil Mays had requested to step down as chairman due to a change in responsibilities at this time. Lawrence turned the meeting over to Sarah Latham and left the room. After a brief discussion, Tim Mantooth moved that Lawrence fill the chairman role for the remainder of the year and Phil serve as vice chair. Jimmy Farlow seconded. Motion passed.

**Committee Reports:**

**Communications Committee:** The Committee has been restructured to include media liaisons; others will be involved with upcoming projects such as See America/Tourism Week. The deadline for advertising in the next Destination: Danville is November 20 and the event listing deadline is December 1.

**Historical Committee:** There will be more meetings of the curriculum group to move along with the step-on guide training.

**Hotel & Attraction Committee:** News from VTC - Steve Galyean has accepted a position as Senior Tourism Development Specialist with the Virginia Tourism Corporation. This program focuses upon providing technical assistance to communities for tourism planning; trail development; itinerary-based trail development; integrating federal, state and private sector programs as a one-stop-shop resource; partnering with the education community to ensure tourism curriculum and entrepreneurial training; and capital access. Kitty Barker (Southwest Virginia) and Sandra Tanner (Southside Virginia) serving as tourism field specialists and Hollis Sullivan as tourism development assistance. Still in its infancy, this project should greatly assist all of you as it relates to developing and expanding new tourism opportunities AND to bring public officials into the fold.

Work is being done to develop the Southside Virginia Route 58 Tourism Partnership, a 501 (c) 3 entity. The first meeting is on December 5 in Clarksville.

**Restaurant Committee:** A small but **enthusiastic** group met for the first time on November 3. Finding more attendees is the immediate order of business. Please see the November report.

### **Old Business –**

- The Jamestown 2007 committee met on November 9 and plans are well underway. The three projects submitted by the committee are the Tree Campaign, Historic Murals of Danville and Come Home to Danville Reunions. The Tree Campaign has already exceeded the 400 trees to be planted in five years goal; some thought has been given to making it 4,000 trees in five years. Cyndee Perdue Moore has assumed the responsibilities of chair of the Mural Project. The first mural, the Old 97, will be started shortly – Wes Hardin is due in town on November 15. Lynne Bjarnesen, along with the Hotel and Attractions Committee, has agreed to take the lead on the reunion packages.
- The last Rugby tournament was a success. The Parks, Recreation and Tourism department is in the process of submitting bids for the 2006 season and looking into the possibility of other sporting events.
- Rosalee attended the AARC (retirement conference) last month. The division feels that with some cooperative planning with stakeholders, the City should be able to put together a nice retiree packet that could bring a larger number of affluent retirees to town.
- The Welcome Center signs on Rt 58 at Rt 29 are installed. The Crossing signs look great before the Goodyear Blvd exits. We are still waiting for the historic districts signs within the City.
- The request to “beautify” the Goodyear Blvd entrance into the City has been forwarded to City Beautiful, who in turn, forwarded it to the appropriate staff for Public Works. The request is being taken under serious consideration.
- Lawrence noted that David Crockett gave a wonderful presentation during the West Piedmont Trails Symposium at the Institute Conference Center - a very interesting and informative discussion of the benefits of trails and revitalization. He stressed that Tourism is Economic Development.
- Laurie gave an update on the “Americorp” Volunteer Center.

### **New Business –**

- Jimmy shared information on Peyton Sellers, a Danville native who is making great strides in the racing community.
- DRHTA will hold their annual auction and membership meeting on November 16 at 6:29 at Comfort Inn. All are invited to attend.
- Upcoming events: Nov 11 – Veterans Memorial Walkway Groundbreaking at Dan Daniel Memorial Park with guest speaker F. Harold Kushner, M.D., F.A.C.S., COL Medical Corps, U.S. Army (ret.), a Vietnam POW; Nov 11 - Children’s Theatre production of “Rainbow Fish”; Nov 11 - Grand Opening of The Muse; Nov 12 – Sinatra Saturday Night – A Restoration Ball (fundraiser for Langhorne House); Nov 16 – “Much Ado About Nothing”; Nov 19 – Nicholas Andre Dance Theatre, Holiday Bazaar; Nov 26-27 – Christmas Arts & Crafts Show; Dec 2 – Luminary Trail Walk; Dec 2-3 – Quartetto Gelato; Dec 3 – Victorian Holiday; Dec 4 – Danville Riverview Rotary Christmas Parade (A Hero’s Christmas); Dec 9 – Songs of the Season

Meeting adjourned.

Please note: The next Tourism Board meeting will be held on December 8 at 3:30 p.m. in the City Hall Conference Room.